

Amendments to the Specification:

Please replace the paragraph beginning at page 2, line 16 with the following amended paragraph:

These and other general aspects may be implemented by an apparatus and/or a computer program stored on a computer readable medium that may be a disk, a client device, a ~~hosted~~ host device, and/or a propagated signal.

Please replace the paragraph beginning at page 18, line 4 with the following amended paragraph:

The host 704 designates targeting rules applicable to online users of the communications system (step 710). In one implementation, targeting rules include parameters specifying locations of online users. The location of an online user may be a geographic location and/or an online location. The targeting rules also may include specified parameters. The parameters may specify a particular type of access device and/or software employed by an online users. The host 704 may designate targeting rules before, during, or after ~~during~~ communication with the client 702.

Please replace the paragraph beginning at page 20, line 14 with the following amended paragraph:

The instant voting server 8044a sends a polling request to the client of a targeted online user (step 820). In one implementation, the polling request includes an electronic ballot and an elapsing time limit for completing the electronic ballot. The elapsing time limit may be common to all targeted online users. The elapsing time limit may be a relatively short time interval, such as, for example, less than two minutes. The elapsing time limit may begin when the electronic ballot is initially displayed to the online users ~~may and~~ may expire after a fixed time interval.